WHAT IS CLAIMED IS:

1.   A program drawing-up apparatus comprising:

a delivery request acquisition section for acquiring a delivery request from a client apparatus;

5   a contents data retrieval section for retrieving contents data according to the delivery request;

an auxiliary data generation section for generating auxiliary data to be delivered in combination with the contents data; and

a program drawing-up section for drawing up a program indicating the sequence

10   of delivery of the contents data and the auxiliary data according to the delivery request.

2.   The program drawing-up apparatus according to claim 1, further comprising:

a program transmission section for transmitting the program drawn up by the program drawing-up section to the client apparatus.

3.   The program drawing-up apparatus according to claim 1, further comprising:

15   a contents transmission section for transmitting the contents data and the auxiliary data according to the delivery sequence drawn up by the program drawing-up section.

4.   The program drawing-up apparatus according to claim 1, further comprising:

a client control data base storing information on users; wherein

20   the contents data retrieval section retrieves contents data by identifying the user on the basis of the delivery request from the client apparatus, taking out information on the user from the client control data base and adding the taken out user information to the requirements of retrieval.

5.   The program drawing-up apparatus according to claim 1, wherein

25   the contents data retrieval section acquires data on the results of retrieval including information on the storage locations of the retrieved contents data; and

the program drawing-up section acquires the information on the storage locations of the contents data and information on the storage locations of the auxiliary data generated by the auxiliary data generation section and draws up a program, sequentially

arranging the pieces of information on the storage locations in the order of delivery.

6.   The program drawing-up apparatus according to claim 5, wherein

the data on the results of retrieval include information on the storage locations of the contents data and contents profile information relating to the retrieved contents data; and

the auxiliary data generation section generates auxiliary data, utilizing the contents profile information.

7.   The program drawing-up apparatus according to claim 6, wherein

the auxiliary data are narration data relating to the contents data; and

the auxiliary data generation section generates narration data, utilizing the contents profile information.

8.   The program drawing-up apparatus according to claim 7, wherein

the auxiliary data are narration data also relating to a program prologue and a program epilogue.

9.   The program drawing-up apparatus according to claim 6, wherein

the auxiliary data generation section generates auxiliary data, also utilizing the delivery request and the user information.

10.   The program drawing-up apparatus according to claim 7, wherein

the contents profile information contains strings of words such as attributes and keywords characterizing the contents; and

the auxiliary data generation section has templates for specifying the structures of various narrations, narration parts data including set phrases and words to be put in each template, a narration control data base for controlling the narration parts data and narration material data to be used for preparing the narration parts data.

11.   The program drawing-up apparatus according to claim 10, wherein

the auxiliary data generation section generates the narration data by selecting a template suited for the delivery request from the client and putting set phrase data and word data in the template on the basis of the contents profile information.

12.   A program drawing-up method comprising:

a step of acquiring a delivery request from a client apparatus;

a step of retrieving contents data according to the delivery request;

a step of generating auxiliary data to be delivered in combination with the retrieved contents data; and

a step of drawing up a program indicating the sequence of delivery of the contents data and the auxiliary data according to the delivery request.

13.   A program drawing-up computer program for operating a computer as a program drawing-up apparatus according to claim 1.

14.   A recording medium adapted to readably record a computer program for operating a computer as a program drawing-up apparatus according to claim 1.

15.   A program providing system comprising:

a program drawing-up apparatus according to claim 1;

a contents delivery apparatus storing the contents data; and

a client apparatus adapted to transmit a delivery request to the program drawing-up apparatus and receive contents data and auxiliary.

16.   The program providing system according to claim 15, wherein

the program drawing-up apparatus transmits a program drawn up by way of the program drawing-up section in response to the delivery request from the client apparatus; and

the client apparatus receives the contents data delivered from the contents delivery apparatus and the auxiliary data delivered from the program drawing-up apparatus according to the received program.

17.   The program providing system according to claim 15, wherein

the program drawing-up apparatus causes the contents data from the contents delivery apparatus and the auxiliary data from the auxiliary data generation section to be transmitted to the client apparatus according to the sequence of delivery of the program drawn up by the program drawing-up section in response to the delivery request from the client apparatus.

18.   A program providing method comprising:

a step of acquiring a delivery request from a client apparatus;

a step of retrieving contents data according to the delivery request;

a step of generating auxiliary data to be delivered in combination with the retrieved contents data;

5   a step of drawing up a program indicating the sequence of delivery of the contents data and the auxiliary data according to the delivery request; and

a step for the client apparatus to receive the contents data delivered from the contents delivery apparatus and the auxiliary data delivered from the program drawing-up apparatus according to the sequence of delivery of the program.

10   19.   A program providing computer program for operating a computer as a program providing system according to claim 15.

20.   A recording medium adapted to readably record a computer program for operating a computer as a program providing system according to claim 15.

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